



Abstract

Nowadays, travelling is one of the most enjoyable activities and one of the many places to consider is Cavite because of its well-known historical sites, churches, museums and now its emerging businesses such as restaurants and resorts. However, despite of what Cavite Tourism has to offer it still lacks wider publicity for the tourists to be aware and visit. This research focuses on determining how GO Cavite Facebook Page was used to promote the Tourism of Cavite. Specifically, this research aimed to determine the promotional strategies used by GO Cavite Facebook Page, the engagement of its followers, how the page encourages the followers to visit Cavite, and how the followers evaluate their tourism-related posts in terms of appeal, usefulness, user-friendliness and engagement. The data were gathered through online survey and an expert interview. Results show that Video Production, Photo Production, Social Media Feature, Featured Blog Article and Deals Promotion are the promotional strategies used by Go Cavite. It also shows that tourism-related posts of Go Cavite are seldom shared by its followers due to limited posts resulting to a more followers sharing news related contents. Furthermore, it was found out that by using promotional strategies and “Call to Action phrases” Go Cavite Facebook page tourism-related posts encouraged the followers to visit Cavite; Lastly, the results show that majority of the Go Cavite followers agree that tourism-related posts of Go Cavite are appealing, useful, user-friendly and engaging.